

"SI" ADVISES "BO" UPON LOCAL MOTOR TOPICS

Suggests a Trip to Washington for Personal Observation.

Dear Bo—You went back almost to the year 1 in Washington's automobile history in that letter of yours, and for your text book must have taken the first work ever written on the subject. I will try and enlighten you upon some of the things you are not so desirous of learning, but will not guarantee my data. I would suggest that you make a special trip to Washington and make the rounds yourself.

Yes, "CHIT" Long still dispenses Studebakers and in the same old way. Just at the present time he is devoting his spare time to scanning the election forecasts.

The Trew boys are now handling the Reo, and have changed the name of the firm to the Trew Motor Company. Their principal difficulty at present is their inability to secure cars fast enough to fill orders.

Emerson and Orme now have the Buick and are doing a land office business with this popular priced car. In addition to the Buick they have also the agency for the Woods Dual Power Gas Electric.

No, you need not worry about Sam Luttrell breaking away from the Packard as long as they continue to build automobiles. If they ever should pass up the car business for aviation, I have no doubt but what Sam would follow right along.

Certainly "Bill" Jose is still with the National Electric. What would the necessary business of town do without "Bill"? Some day also we hope to have another endurance run, hill climb or truck run, and it cannot be done unless "Bill" is on the job as starter.

"Billy" West spends his spare time fishing. He is a motorboat enthusiast and every Saturday afternoon when conditions permit he hikes himself to the Potomac and spends the week-end trying to influence the fish to take hold of his hook. Judging by the strings he brings home he is persuasive.

Royce Hough is representing the Scripps Booth and the Marmion cars in Washington and is selling them about as fast as they arrive.

You are right about Burton Leary. He still handles the Maxwell and is so far ahead on orders that he has gone to Atlantic City for a few days in order to give the factory time to catch up with his sales.

Air cooled cars that go by the name of Franklin, and recommended for their small gasoline and oil consumption, are still the pet of "Dave" Hendricks. His greatest worry is not getting orders for cars but getting cars to fill the orders.

One of the new ones that we have in town since you were here and who is building his business on service is "400" Mundy, manager of the Chevrolet branch. He has been here about three months and during that time devoted the greater portion of his time to seeing that his service station was being run to take care of the owners that were already driving his car. He believes in making salesmen out of owners by giving them such good service that they will send in prospective buyers.

Leon Hurley is as happy as a child with a new toy. At last, he has received his Jeffrey Six, Roll Edge, touring car, the latest thing in the way of motor cars that the Nash Motor Company have to offer. The car has been promised to him for several weeks in fact since about August 1. Since its arrival the middle of the week he has been busy keeping a number of postponed demonstration dates.

Le Roy Livingston is busy these days trying to keep his stock of Hood tires somewhere near up with the orders on hand. Since early in the summer it has been almost impossible for him to keep on hand enough of the popular size tires to meet the demand.

Our old friend Len Chew has about come to the conclusion that his knowledge of bookkeeping was not quite as complete as he had thought. His bookkeeper resigned a week ago and until he can secure another he has been trying to keep tab on his Pennsylvania sales himself. He is alight as a tire salesman but when it comes to bookkeeping he is not up to the mark.

Well old top will have to stop as the hour is getting late.
Goodnight,
SI.

CROW-ELKHART CO. WILL ENLARGE OUTPUT

Firm Aims to Produce 30,000 Cars a Year—Growth Remarkable.

One of the most important announcements of recent months in the automobile trade, is that of the gigantic expansion arrangements being made by Crow-Elkhart Motor Company of Elkhart, Indiana.

A production of 30,000 cars a year is the first objective point of this now successful concern and the management feels that such production will be more than eaten up by waiting consumers of the popular-priced and satisfactory Crow-Elkhart automobiles.

But 30,000 cars a year will not commence to supply the demand for Crow-Elkhart cars, based on all present indications as viewed by the officials of the company, and provisions are being made and plans laid for doubling the production of 30,000 cars a year, if sales warrant it, as anticipated.

Probably no automobile company in the United States has been more conservative and more successfully managed than Crow-Elkhart Motor Company. Established with a small beginning in July, 1909, as the Crow Motor Car Company, by Dr. E. C. Crow and his son, Martin E. Crow, this concern has gradually worked its way up to one of the capacity producing automobile companies of the country, and now it must increase its capacity, the officials say, to keep pace with the constantly increasing demand for its product. Thus the first objective production point of 30,000 cars a year and then to double or more.

Such are the plans of the company under its new name of Crow-Elkhart Motor Company. The new name came with the big expansion plans. It was suggested by the name of the company's product—Crow-Elkhart automobiles, one of which sells at \$775—a five-passenger car. The other one is a three-seater car (clover-leaf design) selling at \$345 and conceded to be one of the most beautiful roadsters on the market.

Huge Order for Paige.
Last week the Paige-Detroit Motor Car Company received a single order for enclosed cars which totaled \$123,000. This order came from the Bigelow-Wiley Company, of Philadelphia, Pa. Paige distributors. No open touring cars or roadsters were included in this order, the buyer specifying closed cars exclusively.

SIX-CYLINDER OUTPUT REACHES 350,000 CARS

Four years ago only 24,000 six-cylinder automobiles were built annually, but this year's statistics indicate that the present annual production will amount to more than 350,000 cars. This means that the demand for six-cylinder automobiles has multiplied fourteen-fold since 1912.

At the time when only a small number of six-cylinder cars were being manufactured, it was generally recognized that the six-cylinder motor was a more flexible source of power than the four, but the blending of power with economy in the light six automobile has been the chief influence that has radically altered the purchaser's mind in regard to the number of cylinders that he should buy.

Along with the increase in motor car production, the demand for four-cylinder cars has quadrupled. Due to the fact that the low-priced four-cylinder cars are within financial reach of a large body of purchasers, the four has had a large sale.

SIMPLER AUTO LAWS URGED BY H. M. ROWE

Head of A. A. A. Would Revise Tangle of Motor Regulations.

"We now have too much automobile law. The next trend must be toward the elimination of all unnecessary requirements and the enactment of a few simple rules and regulations that may be easily understood, easily enforced, and, as far as possible, unobjectionable. Such an elimination would in many instances do away with about three-fourths of our present laws."

President H. M. Rowe, of the American Automobile Association, thus set forth the present problem of the motor car owner. Continuing, the head of the national organization says:

"But traffic rules and regulations are yet in their formative period. Much remains to be done before avoidable accidents may be reduced to a minimum. The principal difficulty is the unwillingness of the public to accept and obey such rules and regulations. While there has been some change in its attitude within the last year or so, there still remains an immense amount of education work before we can hope to secure that co-operation from the public which is necessary to the efficient working out of any set of rules for the road and the government of its traffic."

"It is needless to say that the motorists themselves deplore most keenly the steadily increasing number of accidents and fatalities occasioned by the use of the motor car, but the people have not yet come to fully realize that these accidents are the result of negligence on the part of the public to observe the simplest rules of personal safety rather than neglect on the part of the motorist. The utter disregard of his personal safety shown by the average individual when occupying the public highways is appalling."

"It is a matter of undisputed record that between ninety and ninety-five per cent of all the accidents that occur result from the neglect of the individual pedestrian and less than five per cent are caused by the direct fault of the motorist or the reckless use of the motor car. Lying between these figures somewhere are from three to five per cent of the accidents where both parties are responsible."

AUTO LICENSES.

The following auto licenses were issued yesterday:
4241—Mrs. Roland B. Whitridge, 1738 1st st.; Hupmobile 1916.
4242—Edward O. Whitford, 1738 1st st.; Chandler 1916.
4243—Abraham Lieberman, 64 Pa. ave. nw.; Auburn 1916.
4244—New Taxi Service Co., rear 1221 2nd st.; Ford 1916.
4245—D. O. Hudson, 1104 5th st. nw.; Buick 1909.
4246—Antonio Mistrretta, 1027 14th st.; Chevrolet 1916.
4247—John T. Wilkinson, 3415 O st. nw.; Chevrolet 1916.
4248—Auto Library Co., 22 13th st.; Ford 1915.
4249—G. Davis, 2903 Ga. ave.; Buick 1912.
4250—W. C. Arnold, 618 E st. nw.; Chevrolet 1916.
4251—Geo. A. Felder, 2110 K st. nw.; Special.
4252—C. O. O'Neil, Lafayette Hotel, Overland 1916.
4253—Chas. George, 1035 Wia. ave.; Ford 1917.
4254—Lillian H. Armstrong, 1663 Hobart; Chevrolet 1916.
4255—James R. Hall, 2565 T st. nw.; Saxon 1916.
4256—Eugene S. Cochran, Cochran Hotel; Studebaker 1916.
4257—Earl S. Chaffron, 2505 Sherman ave.; Ford 1915.
4258—C. W. Taylor, 518 E st. nw.; Oakland 1912.
4259—George Davis, 2284 11th st. nw.; Ford 1916.
4260—T. M. Ford, 1027 14th st.; Ford.
4261—J. C. Darnall, 723 12th st. nw.; Oakland 1916.

Lubrication Important.

When you hear of a car that has run more than 100,000 miles you may be sure that three things have been important factors in its long service. They are: frequent lubrication, careful lubrication, and complete lubrication.

MODEL "FOUR-NINETY"

\$490.00 F.O.B. Flint, Mich.

Touring Car or Roadster

With electric lights and starter, mohair tailored top and top cover. 30 x 3 1/2 inch tires all around

CHEVROLET MOTOR COMPANY

Retail Branch
Phone N. 2415. 1218 Connecticut Ave.
Service Station Phone N. 8870.

Quick

Automobiles

EMERSON & ORME

District of Columbia Distributors.
1620-1626 M Street Phone N. 8780

WINTER AUTOMOBILING POPULAR IN CAPITAL

Moderate Climate and Modern Attachments Make Motoring a Delight.

That winter driving has not been more popular in years gone by has been due to two reasons; first, the automobile dealer himself, and second, the failure on the part of the motor car manufacturer to provide suitable bodies for bad weather driving.

It is but natural for the prospective purchaser of a car to buy when touring conditions are at their best. He gets the fever from hearing his friends talk about the fine time they have had while away on tours and perhaps he himself has been one of them. The salesman, finding his prospective customer imbued with this spirit, encourages the idea, using his own imagination and experience to point out some of the delights of motoring through the country in addition to featuring the benefits that are to be derived from being out in the open.

With the coming of cold weather, the prospective buyer permits his enthusiasm over the ownership of an automobile to wane. When called upon by the car representative he brings up the point that the touring season is about over, that winter is coming on and that until next spring he will not have much use for a machine.

Instead of pointing out that in this section of the country, especially, there is but very little time during the entire year when it is not possible to use a car, the salesman falls in with the idea and agrees that after all there is perhaps not so much fun to be derived from driving in the fall and winter months.

As a matter of fact, Washington winters are mild, and there is only an occasional day now and then when a car cannot be used to advantage. With all the appliances on the market, even an open touring car can be fitted up so that on the coldest days it is very comfortable. Then the manufacturer has provided closed type cars, either with a permanent standing top, or one that can be fitted to the body with little trouble.

The detachable top and sedan type bodies are the latest in the way of offerings for the owner's comfort, and are proving very acceptable. There are a number of firms that make a specialty of building them for every type car that is at all popular on the American market today. Many of the car manufacturers are advertising and showing them on their cars. Those who do are furnishing them themselves or recommending certain types.

The man who uses his car for both business and pleasure will find it more enjoyable if it is used during the winter months than in summer. The days are shorter, and wet weather is more frequent, with the consequent difficulty of getting around. By the use of an automobile he can come and go just the same as on the prettiest day of summer. With the universal use of the self-starter, for today there are but very few automobiles in use that are not so equipped, there is no need of getting out in the snow and mud to spin the cold motor.

W. L. AGNEW ENGAGED BY CHALMERS COMPANY

New Director of Advertising Favors Newspapers.

Following his policy of strengthening the sales and advertising organization of the Chalmers Motor Company, E. M. Morse, vice president of the selling division has just announced the appointment of W. L. Agnew as director of advertising.

Mr. Agnew, who has already assumed his new duties, is one of the best known advertising men in the automobile industry. For the past four years he has been advertising manager for the Hudson Motor Car Company and has been responsible for much of the excellent selling copy placed by that concern. Before joining the Hudson Company, he was a prominent member of the copy staff of Lord & Thomas, Chicago advertising agents.

According to Mr. Agnew, Chalmers advertising plans call for wide-spread use of daily newspapers during the coming year. He has a high regard for the ability of newspaper space to deliver the goods, and has directed a large appropriation for this purpose in the 1917 campaign.

A Safety First Hint.

It is safer to use low gear when crossing a railway track than to slow down on high and run the risk of the engine "dying."

AUTO BUSINESS OPENS NEW FIELD FOR LABOR

The adoption of the automobile for business purposes opening new fields for young men. Even the truck driver of today must keep up with the times, because the sturdy horse is fast giving way to the motor, and his driver must hustle for some knowledge of automobiles if he would keep his job.

H. A. Grant, of Tarrytown, N. Y., formerly of the Maxwell-Briscoe Motor Company, believes that the great future of the automobile business is in the commercial car, and that young men would do well to enter this part of the industry while it is yet new and uncrowded.

Mr. Grant is a mechanical engineer of long experience in automobile work, and has written a leaflet which he will forward to any young man wishing to take up this new work, or to qualify as a chauffeur.

AUTO TRADE GROWTH DUE TO ADVERTISING

Newspaper Publicity Cause of Rapid Development of Industry.

It is only as far back as 1894 that Elwood Haines drove the first "horseless carriage" down the streets of Kokomo, Ind., and it was not until 1906 that the automobile business was fairly launched. What other industry can boast of such a phenomenal growth in sixteen short years?

No one thing has been such a factor in popularizing the automobile as newspaper advertising. It has been the one great force that has made of the automobile the most remote corner. From an unknown factor of a few years back, advertising has proved to the farmer that he can't afford to be without one. It has shown the tired business man that his car is a pleasant bridge between home and office, and the doctor's "buggy" is now almost a curiosity.

Where Europe numbers the output of its automobile factories by hundreds, we count them by tens of thousands. Newspaper advertising has made this possible, and the entire country has benefited. Good roads and fine inns have followed the auto. The great Lincoln Highway, now under construction, is perhaps the greatest testimonial of what the motor car has done for this country. It is only a matter of time when we will have a splendid highway linking Maine and California, with thousands of cars making the trip each month.

Don't Swear; Get a Mechanic.

The automobile mechanic who requires hours to find out how to go to a repair job, and then tears down much that is unnecessary, is a very expensive workman. The man who understands his business and charges a higher price is often a cheap mechanic.

NEW PREMIER MODEL WINS BROADWAY FAME

Artistic Lines and Modern Attachments Make Machine Extremely Popular.

What New York says of a play, America accepts. The same is true of a motor car.

The reception accorded the new Premier in New York is growing in intensity, and promises to develop into the greatest ever accorded a motor car on Broadway. While Premier's aluminum motor and Cutler-Hammer gear shift continue to evoke the great volume of comment, the work done on the car by Charles S. Crawford, Premier's assistant chief engineer, is coming in for a tremendous amount of praise.

Earl G. Gunn, Premier's chief engineer, and Engineer Crawford have collaborated for years on motor car production, in which they were mutually interested. Gunn is recognized as one of the greatest motor builders that the industry has ever produced. Crawford, on the other hand, is recognized as the greatest chassis and body designer that the industry has ever seen. Born of a family of artists, he carries his art into his engineering, and the new Premier shows it.

Crawford was the first engineer in America to put four doors on the roadster type of body. His cars have been invariably beautiful, and the new Premier is his masterpiece. Its body lines are distinctly Crawfordesque. Minimum wind resistance has been the basic thought, which is not new; but by faithfully copying the lines of a projectile, Crawford has evolved a new note in motor car style, and Premier's "bullet body lines" promise greatly to influence future motor car designs.

The new Premier undoubtedly establishes a refreshing vogue. Its sun metal velour body finish is a touch that only an artist could have conceived, but the crowning feature of the Aluminum Six, so far as Crawford's influence goes, is the remarkably short turning radius of the car and the way in which he has made room for seven persons on a reasonable and widely wheel base. In these two directions he has broken all records. The new Premier turns in a thirty-nine-foot street without touching either curb, and every passenger in the car has plenty of leg room and travels first class, even on long, all-day tours.

The Premier is represented in Washington by the Ungerer Motor Company, which this week will have on display the various models.

To Avoid Clashing Gears.

The practically universal mistake of clashing gears in changing from high to intermediate on a hill may be avoided if the gears are placed in neutral for a second and the engine accelerated slightly with the clutch in. Then depress the clutch pedal and when the change is made the gears will mesh quietly and easily since they are rotating at the same speed—or will be after a little practice.

Hogwallow Locals.

Never take a joy ride with anybody you would not be caught dead with. The proprietor of the hotel at Tickville reports business very dull, in only a clock stopp'd there this week.

Seeing in the Tidings that health is not good in this section, Sidney Hocks has laid in a supply of medicine. Miss Gondola Henstap was compelled, with little resistance, to sing a song at the Dog Hill church Sunday night. The

audience as well as the stovepipe stood the ordeal well.

Poke Easley, who tore down the stairway leading to the loft of his home, will have to put it up again, as he did not know his wife was up there at the time. Fit Smith, who almost quit going to the Dog Hill church because the preacher slighted him by never asking him to do anything at meeting, was present Sunday and was allowed to take up collection and put some wood in the stove. George Bingham in Hogwallow Kentucky. (Judge).

SAXON "SIX"

A BIG TOURING CAR FOR 5 PEOPLE



The Smoothest Running Car

It can be fairly said that Saxon "Six" is the smoothest, quietest, most flexible car in the field. To dispute this would be to question facts. With a 2 in. crankshaft and a score of detailed refinements in the motor, vibration and friction have been practically dispelled. And with these gone the life of the motor is largely lengthened. In fact, now, running with full load, Saxon "Six" has the stamina to stand up twice as long as the best known "four" in its class also running under full load. In other phases of performance, too, this absence of vibration helps. It makes gear shifting a thing of the past save in rare cases.

Saxon "Six" is \$845 f. o. b. Detroit. Let us give a demonstration to show how supple and able a performer this new series Saxon is.

Call Main 23
RECORD AUTO COMPANY,
631 Mass. Ave. N. W.

It's Here—
A Favorite on First
Sight—See It at
Our Showrooms

Velie Biltwel Six

\$1085

IT HITS THE MARK
Velie Biltwel Six
IS HERE!

More Power—More Beauty—than ever.

Long, graceful body. Deep, luxurious upholstery.

Special Continental motor—Timken axles front and rear—Timken bearings all around—multiple dry disc clutch—long, underslung springs—Remy automatic ignition—push-button starter.

Come and see the new 1917 models. They are in Washington today. Ride in them. Judge for yourself. You will marvel at the low price.

EIGHT BODY STYLES

Model 28, five-passenger Touring, \$1085; four-passenger Companionable Roadster (original and exceptionally smart type), \$1085; two-passenger Roadster, \$1065. Enclosed bodies, exclusively designed: Cabriolet, \$1485; Touring Sedan, \$1685; four-passenger Sociable Coupe, \$1750; Town Car, \$2200. Wire Wheels, \$70 extra.

UNGERER MOTOR CO., INC.

DISTRIBUTORS

VELIE MOTOR CARS

North 621 1136 Connecticut Ave.

